Writers Digest Magazine • Authors Solutions • Los Angeles Valley College The Greater Los Angeles Writers Society present

# GREATER LOS ANGELES CONFERENCE

**Program Guide** 

June 17-19, 2016 Los Angeles, CA

Produced by

**West Coast Writers Conferences** 





#### Introducing a brand-new event from Writer's Digest:



Build your perfect weekend while you build your perfect novel. Choose the sessions you need from this multi-track program designed to give you the know-how to create a tightly crafted novel as compelling to agents and editors as it will be to your future readers!

#### Featuring these keynote speakers:



A Thousand Acres; Moo; Golden Age

#### JANE SMILEY





A Sudden Light; The Art of Racing in the Rain

#### GARTH STEIN



Register by August 1 to save \$100 off the regular onsite price!

NOVEL.WRITERSDIGESTCONFERENCE.COM

#WDNWC16





#### FGREATER LOS ANGELES WRITERS CONFERENCE

#### Welcome!

This is our fifteenth conference and we are quite proud of the achievement. In addition to covering the essentials for Aspiring, Active and Accomplished authors, you will discover more interactive workshops to have everything from your writing to your promotional pitch reviewed and then receive suggestions for improvement. There are more topics on social networking and platform building, how to format your decrease the different formats approach to the contract of the social network for the different formats.



mat your documents for the different formats, new ways to meet and network with literary agents, and more. It's an intense and exciting event.

As always, there are more than 40 panels, workshops and keynotes, taught by almost 40 educators and industry experts, all during 3 intensive days that promise to be 1 amazing event. This time-tested curriculum is a proven way to further your education and provide you with fresh inspiration in the craft and business of writing. It also offers a great opportunity to network with other like-minded, talented authors, educators and industry experts. We hope you make many new friends, as well.

Literary agents and publishers attend WC2 events to find new voices with fresh manuscripts that they can represent. Remember, they don't make money until a sale is made to a publisher, so please appreciate their efforts and advice. To help you prepare, we offer a session on Friday and Saturday where you can learn what each "agents du jour" is looking for and how to best present – in advance of your pitch appointment. So, enjoy your weekend, but study hard. No promises, just great opportunities. Then return to your sanctuary and write a great book or screenplay! We hope to share **your** success stories in the future.

Tony N. Todaro and your fellow writers at West Coast Writers Conferences

#### 2016 KEYNOTE SPEAKER ADDRESS THE GREATER LOS ANGELES WRITERS CONFERENCE



> 200,000 AUTHORS ON SIX CONTINENTS

# with people who really cared and knew exactly what they were doing.

**Don Tolle,** Author of For the Record

#### Experience and Passion.

Author Solutions is passionate about supporting

authors and we've helped more than 200,000

writers reach their goal of becoming published

authors. It's that experience, and our shared love

of books, that drives us in guiding authors like on

through every step of their individual publish no

journeys. Through collaboration, we **week** wit

authors to find new paths to make

their good books, great.





2016 Greater Los Angeles Writers Conference

Conference Topic Schedule by Day

Friday, June 17, 2016

Walk-up Registration, Pre registration Credentials, Badge, Maps Pickup, Information Desk Opens

Friday, Jun 17 **1:00 pm** - 6:00 pm

Hospitality & Registration Staff

Executive Conference Room\*

All Attendees

Topic #:

Register and pick up credentials for the conference. You may also pre-register for the next conference at substantial savings.

\* Please note that registration is being held in the single story structure behind (east of Campus Center) Friday only.

Friday, Jun 17

1:30 pm - 1:45 pm

**Orientation Session** 

Tony N Todaro Dan Watanabe Other Event Officials

Executive Conference Room\*

All Attendees

What's happening at the conference today, and updates, live announcements. \*Note this is being held in the single story structure behind (east of Campus Center) Friday only.

How To Pitch a **Literary Agent or Publisher** 

> Accomplished Topic #900

Friday, Jun 17

2:00 pm - 3:00 pm

Marilvn Atlas Amy Sterling Casil Steven Hutson Megan Close Zavala Tony N Todaro (M) +Agents & Publishers du Jour

Executive Conference Room\*

You've spent a year or more working on a great novel and now you feel it's ready to be shared with the world. Naturally, the first step is to pitch literary agents and find one who shares your passion for the work and is willing to sign you. While many authors submit countless guery letters and E-mails -- without result, a few wise souls know that agents often look to conferences as a source for new talented writers. It is a unique window to have your work considered firsthand. But how do you present yourself and your manuscript in order to have them ask for more? Each day, the literary agents du jour will discuss what they expect and answer your questions. This is not a pitch session, rather an opportunity to hear what each agent needs to hear in order to make a decision. Listen well, then rehearse before scheduling a pitch with them later at the conference.

\* Note this is being held in the single story structure behind (east of Campus Center) Friday only.

Special thanks to René and David Gagnon and their all-star team at Allura Printing, who do such a fine job on this program, and our various printing needs. They are also experts in the production of books for Indie Published authors. More info inside back cover »

Writers Digest Magazine, Authors Solutions, & The Greater Los Angeles Writers Society
Present the 2017

### SENRE-LA Speculative Fiction CREATIVE WRITING CONFERENCE

Educational & Inspirational for All Writers of Novels, Short Stories, and Screenplays:

# SCIENCE FICTION FANTASY HORROR STEAMPUNK • URBAN FANTASY • MORE!



Learn HowTo Take Your Writing to a New Level from more than 30 MASTERS\* of these Genres, plus...

- Attend Seminars, Interactive Workshops, & Valuable Presentations
- Have your work-in-progress reviewed by Professional Editors
- Pitch your polished manuscripts to Literary Agents
- Network with Best-selling Authors, Publishers, and Industry Experts
- · Learn how to Get Published, Traditionally or Indie
- · and much more\*...

#### Early Registration Discounts\*

\* See website for details www.wcwriters.com/genrela

Produced by



**West Coast Writers Conferences** 

www.wcwriters.com/genrela

February 3-5, 2017 Los Angeles, CA

#### **Plotting with Your Pants Down**

Friday, Jun 17

3:15 pm - 4:15 pm

Second Floor

**Fiction** Topic #:1500

Screenplay Topic #:1501

Learning how to both 'plot' and 'pants' your way to a great book" from a content creator, developmental editor, ghostwriter, creative consultant and writing coach with allmost a decade of professional experience in the entertainment and literary industries

Whitney Davis

The Secrets of Show Don't Tell

Nancy Ellen Dodd

Friday, Jun 17

3:15 pm - 4:15 pm

Second Floor

Do you know when to use metaphors, inference, or descriptions? Do you write so that your readers see the characters interacting within their world? If your story is written with too much telling, too many internal thoughts and emotions, this is the class for you. Learn to expand your visual writing using close-ups, medium shots, and wide-angle lenses. This workshop offers writing exercises to expand your writing skills for developing images that will move the story forward.

Which is the best Software for Your Book or Screenplay

John Gwinner

Friday, Jun 17

3:15 pm - 4:15 pm

Second Floor

All Attendees Topic #:1502

There's so much software on the market beyond Microsoft Word and Final Draft, some of it is even free. But regardless of price, which software has the features and benefits to help you write better, while fitting your wallet. We examine as many as time allows and take your questions.

ProCritiques™ with Editors Master ProCritiques™ w/ Agents 1 on-1 Pitch Sessions w/Agents & Publishers Held daily -- go to Consultations Desk for calendar

Editors, Agents, and Publishers as per their schedules. Friday 3:15 pm - 6:00 pm - various locations Saturday 11:15 am - 6:00 pm - Fireside Room Sunday 10:00 am - 12:00 noon - Fireside Room

ProCritique™ Session

This block is reserved for author/attendees to meet with professional editors, literary agents and/or publishers for a 1-on-1 consultation to discuss, pitch and/or review your work. If you have a polished manuscript, agents and publishers want to meet you. Pitch sessions are free. We recommend that you attend the "How to Pitch" workshops to identify the best professional for your individual genre and material. Consult the wcwriters com web site for details.

This is also the time when-- if you have submitted parts of your manuscript through our ProCritques™ or Masters ProCritiques™ Advanced Submission program -- you will meet with professional editors, literary agents and/or publishers for a 1-on-1 consultation and review of your work. Some take new submissions at the conference for a fee. Not all participate in this program.

Schedule appointments at the 1-on-1 Consultations Desk.

"Creating Strong Openings – Your First Page, Your First Three "

Alex Ironrod Marcie Geffner Amy Sterling Casil **Fiction** 

4:30 pm - 5:30 pm Second Floor

Topic #:1126

The first page of your story may be the hardest one to write because it carries a large burden. Agents and publishers alike look to be motivated and intrigued to read further, or have a reason to trash the manuscript. So how do you introduce your story, your protagonist, the catalyst or inciting incident, dazzle the reader with your prose, and inspire their curiosity and interest to read the rest of your work? Join this panel to learn the tricks. Plus bring your first polished page -- we hope to read a few and provide some hopefully helpful spot anaysis.

Things I Wish a Pro Had Told Me When I First Started Writing

Toni Nelson Naomi Long Eagleson Sara Anne Fox Danny Manus

Friday, Jun 17

Friday, Jun 17

Aaron D. Gansky (M)

4:30 pm - 5:30 pm

Active Topic #0657

Becoming a writer and then a published author has a steep, steep learning curve. Even for those with prior experience and previously published books, the rapidly changing landscape of the industry means you can easily make mistakes; in your writing, pitching, marketing and certainly when it comes to finding and signing a deal with a publisher or entering the shark-infested waters of the self-publishing pool. The aim of this session is to keep you on the right path, strong and smart as you progress in your work and career.

Plan Before You Write - How to Compose an **Effective Synopsis** 

> Nonfiction Topic #:1505

Toni Robino Robert Yehling Natalie Obando-Desai (M)

Friday, Jun 17

4:30 pm - 5:30 pm Second Floor

It's probably the single most despised document you might be asked to prepare: the synopsis. The synopsis is sometimes required because an agent or publisher wants to see, from beginning to end, what happens in your story. Thus, the synopsis must convey a book's entire narrative arc. It shows what happens and who changes, and it has to reveal the ending. While each literary agent has their own specific guidelines, it's useful to know how to write a synopsis.

Analyzing The Opening of Your Story Bring your first page for a live read and analysis

> All Attendees Topic #: Analyzi

Friday, Jun 17 Aaron D. Gansky Sara Anne Fox (M) Lisa Abellera Robert Yehling

5:45 pm - 6:45 pm Second Floor

We all obsess over our novel's first lines, and rightly so, because from it the rest of the story must flow naturally and without a pause. The panel will offer a number of strategies and tips, plus call on as many writers as possible to read all or part of their first page, and hear reaction from the experts. Bring a polished page and a tough skin and you'll leave a better writer.

Using a Story Map to Find the Holes in Your Story Friday, Jun 17
Nancy Ellen Dodd

5:45 pm - 6:45 pm

Second Floo

A

Screenplay
Topic #:1508

Whether you are a seasoned writer or a beginner, a story map will help you clarify your story, figure out what ideas you need to add, see what is missing, and determine whether you are telling your story in the most dynamic order of events. You can use this story tool whether you are starting the development of a new story or already have a well-developed story.

Write a Book Proposal That Sells to an Agent or Publisher

Friday, Jun 17

5:45 pm - 6:45 pm

Megan Close Zavala Toni Robino Marcie Geffner (M) Claire Gerus Second Floor Room

C

Fiction and Nonfiction

Book proposals are used to sell nonfiction book ideas. Instead of writing the entire book—then trying to find a publisher or agent (which is how it works with novels)—you write the proposal first, which convinces the editor or agent to contract you to write the book. This panel of experts will reveal what the agents and publishers want to read -- and what will cause them to burn your manuscript without reading a word.

"A Gathering of Writers" - No-host Bar and Dinner with the Speakers

After Hou

Friday, Jun 17

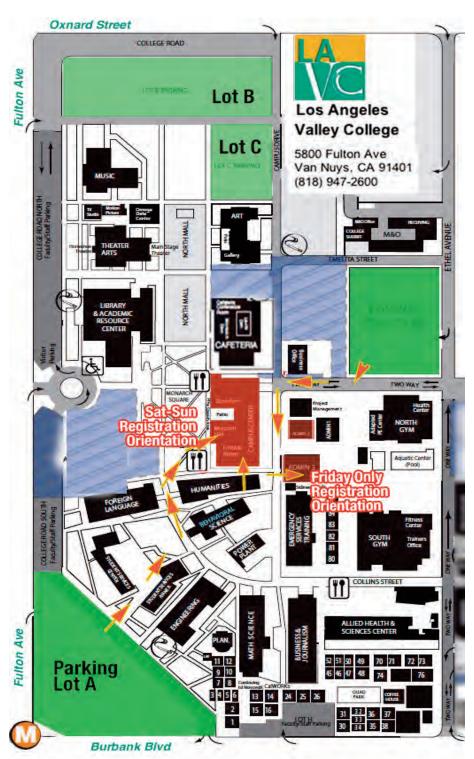
7:30 pm - 9:30 pm

Attendees. Guests, Faculty, and Staff

Various locations
- see daily
update

Attendees are welcome to meet and network with the speakers and special guests at a reception, and no-host dinner.







2016 Greater Los Angeles Writers Conference

Conference Topic Schedule by Day

Saturday, June 18, 2016

Walk-up Registration, Pre registration Credentials, Badge, Maps Pickup, Information Desk Opens Saturday, Jun 18

9:00 am - 6:00 pm

Hospitality & Registration Staff

Campus Center Monarch Hall First Floor

All Attendees

Topic #:

Register and pick up credentials for the conference. You may also pre-register for the next conference at substantial savings

Orientation Session

Saturday, Jun 18

9:30 am - 9:45 am

Tony N Todaro
Dan Watanabe
Other Event Officials

Campus Center Monarch Hall First Floor

All Attendees

Topic #:

What's happening at the conference today, and updates, live announcements

How to Write A Memoir that More than Your Family will want to Buy & Read (Or is the public tired of Memoirs?\_

Nonfiction
Topic#:1509

Saturday, Jun 18

10:00 am - 11:00 am

Madeline Sharples Eleanor Vincent Morgan St. James Toni Robino

Marcie Geffner (M)

Second Floor Room

C

Whether you curl up with memoirs on a frequent basis or pick one up every now and again, you know that powerful memoirs have the capacity to take readers on an exhilarating ride. Learn the elements of what you should include in a successful memoir and how to position it for the marketplace.

The Challenge of Writing a Series

Screenplay
Topic #:1510

Saturday, Jun 18

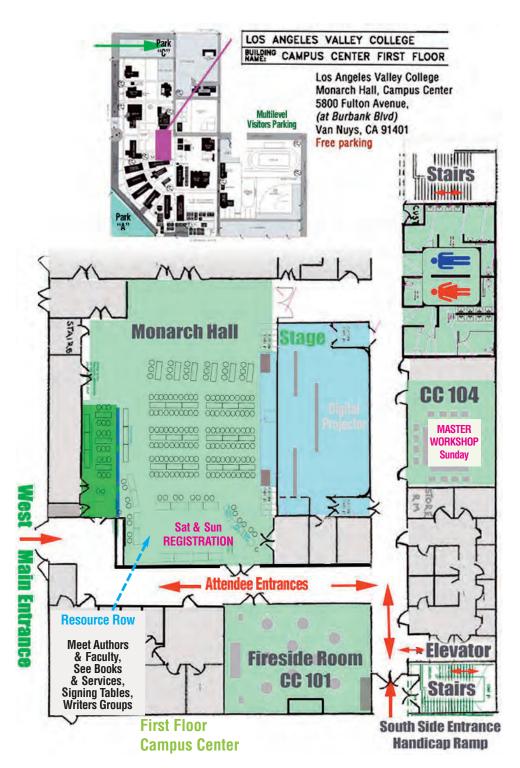
Art Holcomb S. P. Hendrick Alex Ironrod Mike Robinson (M) Dan Watanabe 10:00 am - 11:00 am

Second Floor Room

B

What's so special about writing a series? You might think that writing books in a series is easier than writing a book that stands on its own, but each type of novel has its challenges. And to keep the readers interest from book one to book twenty and beyond, you need a plan, if not a bible of where you are at, and where you are going. This panel will discuss the challenges and solutions.

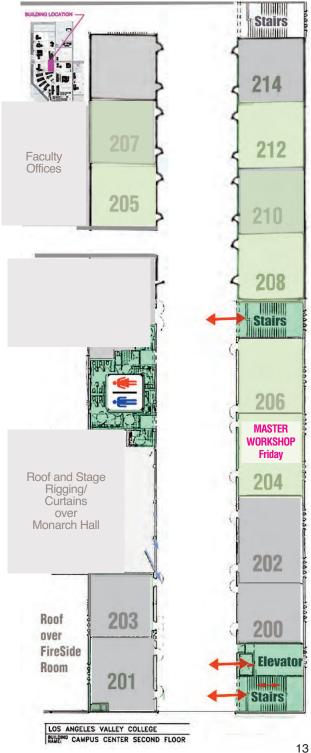
Special thanks to René and David Gagnon and their all-star team at Allura Printing, who do such a fine job on this program, and our various printing needs. They are also experts in the production of books for Indie Published authors. More info inside back cover »



As this is a community college campus, there may be other classes in session, so please keep your conversations respectful when walking in the hallways.

Due to possible campus curriculum changes, there may be some room reassignments after this program has gone to press, so please attend the daily Orientation Sessions and consult the wall program updates.

**Second Floor Campus Center** 





How To Pitch a **Literary Agent or Publisher** 

> Accomplished Topic #900

2016 Greater Los Angeles Writers Conference

Saturday, June 18, 2016

Saturday, Jun 18 **10:00 am** - 11:00 am

Jennifer Azantian Lisa Abellera Paul S. Levine Claire Gerus Ken Sherman

**Campus Center** Monarch Hall

+Agents and Publishers du Jour

You've spent a year or more working on a great novel and now you feel it's ready to be shared with the world. Naturally, the first step is to pitch literary agents and find one who shares your passion for the work and is willing to sign you. While many authors submit countless query letters and E-mails -- without result, a few wise souls know that agents often look to conferences as a source for new talented writers. It is a unique window to have your work considered firsthand.

But how do you present yourself and your manuscript in order to have them ask for more? Each day, the literary agents du jour will discuss what they expect and answer your questions. This is not a pitch session, rather an opportunity to hear what each agent needs to hear in order to make a decision. Listen well, then rehearse before scheduling a pitch with them later at the conference.

#### Unlock the potential of your manuscript!



#### Want to write a good book? I can help.

Powerful personalized editorial services will help your manuscript fulfill its promise.

In-depth evaluation, development, line editing, rewrites, pitch craft.

Fiction/non-fiction.

Affordable | Comprehensive | Effective

Benefit from years of editorial experience at major publishing houses.

Helga Schier, Ph.D.

phone: 310.828.8421

email: withpenandpaper@verizon.net website: withpenandpaper.com

#### I Have a Great Idea for a Book -- Now What?

Jennifer Azantian
Claire Gerus
Danny Manus
Toni Robino

Saturday, Jun 18

11:15 am - 12:15 pm Second Floor Room

B

How do you get that great idea from a few words jotted down in a notebook (or at the top of a document on your screen) into a fleshed out plot development, story line, outline, or dialogue.

The panelists will share their muse goosing tricks with you. How to expand your ideas - from creating a framework to including details, from the physical to the emotional. Including senses, sounds, smells, sights.

Be prepared to be playful and write stuff. Then, learn simple and effective tools to complete your project, any project—on time and in joy!

Build a Platform that Agents and Publishers Will Love

Madeline Sharples Eleanor Vincent Russell Nohelty (M) Natalie Obando-Desai Rozine

Saturday, Jun 18

econd Floo Room

**11:15 am** - 12:15 pm

C

An author used to be able to sell a great manuscript solely on the idea paired with great writing. The current wave of traditional and self-publishing success includes an author platform that is preferably established during the drafting stage of your book.

Learn from a panel of veterans how this proactive approach to your writing career will help establish a resume detailing your accomplishments in an effort toward making you and your book a success. Learn how to stand out from the herd!

Develop the Perfect Pitch: No Apologies Necessary Saturday, Jun 18
Devo Cutler-Rubenstein
Whitney Davis

11:15 am - 12:15 pm Second Floor

A

Active

Active

Topic #:1032

Topic #:1513

Learn how to pitch your novel or screenplay to everyone from a studio producer, publisher, or literary agent. Avoid the stress as these veterans show you how it's done and help with your own personal pitch, and discuss what pitfalls to avoid.

Saran Fox

"Planting the Seeds of Success"

Christine Conradt

Saturday, Jun 18

12:30 pm - 2:00 pm

Kevnote Luncheon Address

Monarch Hall 12:00 lunch.

12:30-1:15 Keynote 1:15 -1:30 Q&A

Topic #:1252

Hear a powerful and inspirational presentation from an industry professional with more than 40 produced screenplays to her credit, and learn how to increase your odds of becoming successful (even if it's not quite the way you envision it).

Plus, Ms. Conradt will show you how to turn small wins into bigger ones.

Didn't arrange for the Keynote Lunch? You still can at the Registration Desk...

#### **Building Better Heroes** and Villains

Megan Close Zavala Aaron D. Gansky Alex Ironrod

Saturday, Jun 18

2:15 pm - 3:15 pm

**Aspirina** Topic #:1515

How many times can the protagonist ride in on a white horse and slay the antagonist with a single shot from his/her lasergun? Is there nothing left but stereotypes of everything from the heros to the settings? This panel will discuss how to be creative and build a shinier -- or more flawed -knight as well as a better beast to conquor.

The Discovery Draft -How It Can Make All the Difference

Saturday, Jun 18 Lisa Abellera Art Holcomb Naomi Long Eagleson Saran Fox

2:15 pm - 3:15 pm Second Floor

Active

A discovery draft is a strategy for coming up with or developing your ideas. A discovery draft is similar to freewriting in that you can write freely, ignoring the structure and the full development of your ideas for the time being. You can also forget about matters of grammar and style. Some writers call this the "vomit draft." But a professional writer knows that this draft contains the core of your story and the "ah-ha" moments that move the plot along. These experts wil discuss how to make the Discovery Draft work for you and turn chum into gold.

The Top Twelve Signs You Are NOT Ready to Publish (or Self-Publish) and 6 Steps to Get You There Accomplished Saturday, Jun 18

**2:15 pm** - 3:15 pm

Dr. Helga Schier

You just put the last period on the tenth draft of your book and you think you are ready to publish. Most likely, you are not.

Today's publishing world is more competitive than ever. To publish successfully, your manuscript needs to be near perfect and you need to be a marketing and publicity expert with a savvy business sense.

But don't despair. You don't need to develop a whole new skill set.

In this session, Dr. Helga Schier, independent writing and publishing consultant, offers tips on how to determine what might be wrong with that first, second, or tenth draft and then fix it to eliminate the problems.

Character vs. Plot --What Matters Most?

Saturday, Jun 18 Jennifer Azantian Christine Conradt

**3:30 pm** - 4:30 pm Second Floor

Topic #:1518

Art Holcomb Active S. P. Hendrick Marcie Geffner (M)

Perhaps one of the more misunderstood parts of writing a book is deciding whether your story is plot-driven or character-driven. It's not a matter of putting the cart before the horse, it's a matter of deciding what fuels your story, how it should develop, and what determines its resolution. This veteran panel will clarify the issues and offer great guidance in how to focus your writing.

#### Finding and Using Your Unique Voice in Your Writing

Saturday, Jun 18

3:30 pm - 4:30 pm

Devo Cutler-Rubenstein

Creative Writing Topic #:1522

When you read it you know what it is - great writing. Whether the work is books, theatre, television or film, a writer must provide his or her own driving truth under the words that instantly hooks. It's instantly compelling, inviting and distinct. That is great writina.

Despite vast divides in style and genre, all writers who are successful have developed their own point of view, a world readers can dive into feeling like your book is their new best friend. How do we create the immediacy, intimacy, pace, distinct rhythms that draw in our readers, who invariably want more of what we are on the page?

This seminar delves into how the crafting of your words informs; gain a dynamic (and practical) understanding of why you are special and only you can write what you write.

Agents, managers, publishers, the entertainment world often speak about that one new voice that ignites the marketplace with a unique vision of humanity and/or our world. We'll look at how voice plays out in all formats. Whether you write oneperson shows, non-fiction books on math or infuse your fictional characters with madness, this seminar will definitely give you a leg (and a pen up). This instructor's proven transformational tools has helped numerous writers win recognition with their work, and she will help you SEE what you have to offer in a way you have not ever seen your work before.

Transmedia Storytelling Across Multiple Platforms: The Building Blocks Part One Saturday, Jun 18

3:30 pm - 4:30 pm

Houston Howard

Accomplished

Topic #:1519

Transmedia Storytelling (also known as transmedia narrative or multiplatform storytelling, cross-media seriality) is the technique of telling a single story or story experience across multiple platforms and formats including, but not limited to, games, books, events, cinema and television. The purpose is not only to reach a wider audience by expanding the target market pool, but to expand the narrative itself, and increase the profitability for the author.

Part 2 will be held Sunday at 11:15 am

Incorporating Real Life Into Fiction Now Write! All-Pro Panel Saturday, Jun 18

4:45 pm - 5:45 pm

Steven Barnes Robert S. Levinson Laurie Lamson (M)

**Fiction** Al Watt

Topic #:1529

Don't miss this rare opportunity: accomplished contributors to three different Now Write! books come together on one panel to inspire and encourage you with their professional insight and Now Write! exercises that deal with creative brainstorming and ways to incorporate real life into fiction.

Screenwriter, novelist and writing teacher Al Watt contributed "Trusting Yourself" to Now Write! Screenwriting, bestselling novelist and short story writer Robert S. Levinson contributed "The Truth Is In The Fiction" to Now Write! Mysteries, and NYT bestselling author and TV series writer Steven Barnes contributed "Creativity On Demand" to Now Write! Science Fiction, Fantasy and Horror. Now Write! editor Laurie Lamson is moderator.

#### Beyond the First Draft -- Editing Your Work & When to Hire A Pro

Accomplished
Topic #0147

Saturday, Jun 18

Deanna Brady Barbara Ardinger Mike Robinson (M) Helga Schier **4:45 pm** - 5:45 pm

Second Floor Room

B

Every professional writer knows that the first draft of anything from an epic novel to a short story is going to need considerable revision and polishing. To get your prose in shape for submission and publication may take several additional drafts. While some writers consider this process part luck and part voodoo, there are definite paths to success.

Join us as a panel of editors discuss the right way to hone a masterpiece (i.e.: worthy of publishing) by knowing what to look for and share tips on how to fix it yourself. Then, we'll discuss when is the right time to bring in a professional editor, and what it might cost.

The 10 Steps to Building A Great Story Saturday, Jun 18
Art Holcomb

4:45 pm - 5:45 pm

Second Floor

Δ

Creative Writing

Topic #:1521

With all the advice floating around about structure, plot and character development, it's easy to get lost in your own writing. But the creation of a compelling, dynamic and interesting novel or screenplay need not be so complex. Acclaimed writer and writing teacher Art Holcomb can show you the 10 steps it takes to quickly and powerfully create a step-by-step plan for your next book or film, cutting weeks or months off the creative process. (Each participant will receive a workbook that they can use over and over again to create great stories).

Writers In Collaboration - Working with a Partner

Aspiring

Saturday, Jun 18

Gayle K. Brunelle Alex Ironrod Morgan St. James **6:00 pm** - 7:00 pm

Second Floor Room

В

Many successful authors work in teams – but how do a pair of single-minded writers really work together? This workshop will explore the many different iterations of successful writing teams, ranging from those who truly write together to those who perform different career functions (ie, one comes up with the ideas, the other executes them).



**Getting More Out of Social Media: New Ways to Query and Pitch Your Book**  Saturday, Jun 18

Lisa Abellera

6:00 pm - 7:00 pm

Second Floor

Active

Topic #:1427

With the proliferation of social media, the pressure to stay current, network, and promote yourself as an author can be overwhelming. It often seems like more work than it's worth, not to mention an incredible time vacuum. All the while, authors must still write compelling queries or come up with tantalizing pitches for their books. With thousands of other authors in the same boat as you, how do you stand out? More importantly, how does an agent who is looking for your type of project find you?

Authors, agents, editors and other publishing industry professionals have started to use social media as another means to find book projects and have introduced new ways for authors to pitch and query. What started as small hashtag contests have now become trending phenomena on Twitter.

#### **Using Social Media to Promote** Your Platform & Books

All Attendees Topic #:1329

Saturday, Jun 18

Russell Nohelty Whitney Davis Phil Giangrande (M) Natalie Obando-Desai Megan Close Zavala

6:00 pm - 7:00 pm

These days, it isn't enough for an author to have a website for their bio and book – a digital storefront extends to social media marketing sites like Facebook and Twitter, and it's time to start capitalizing on it. Admit it: you are a brand in the marketplace. If you don't have social media accounts, it's time to get with the program and bring yourself up to speed with this important marketing tool and strategy.

A panel of authors and social media experts will explain the "why's" and the "how's" that lead to a solid platform as an author and successful selling of your books.

"A Gathering of Writers" No-host Bar and Dinner

Saturday, Jun 18

Attendees. Guests, Faculty, and Staff 7:30 pm - 9:00 pm

Vitellos Italian Restaurant

Topic#:

Attendees are welcome to meet and network with the speakers and special guests. This is an informal, no-host event.

We have reserved the first floor private dining room and bar at:

Vitellos Italian Restaurant (see program for map with directions.

Address: 4349 Tujunga Ave, Studio City, CA 91604

Phone: (818) 769-0905

#### Survey

We welcome comments and suggestions to improve West Coast Writers Conferences and Masters Workshops. Please use our form at: http://www.wcwriters.com/survey And *thanks* for your input and support!





AT VITELLO'S IN STUDIO CITY

#### Saturday, June 18, 2017

Dinner will be available from 7:30 pm. First floor, rear dining room. See you there...



Please show this invitation for admittance. Seating is limited.



2016 Greater Los Angeles Writers Conference

Conference Topic Schedule by Day

Sunday, June 19, 2016

Walk-up Registration, Pre registration Credentials, Badge, Maps Pickup, Information Desk Opens

That's a Wrap!

Sunday, Jun 19

9:30 am - 12:00 pm

Hospitality & Registration Staff Campus Center First Floor

All Attendees
Topic #0000

Sunday, Jun 19

10:00 am - 11:00 am

Aaron D. Gansky

Second Floor

Creative Writing

Topic #:1523

A

So your ending's falling apart? Too many moving pieces? Overly complex, uncooperative plot? Stubborn characters? We'll take a look at how to whip them into shape so your ending works the way it's supposed to. There are So many ways to end your book, but which one's right for your novel? How do you do it right? We'll take a look at the different ways to wrap up your plot and figure out which way's best.

How To Pitch Yourself, Talk To The Media In Real Time And Network Like A Rock Star! Sunday, Jun 19

10:00 am - 11:00 am

Gayl Murphy

Second Floor

B

Active
Topic #:

Successful entrepreneurs use a combination of media expertise and business-savvy when they step into the networking and media "spotlight" – when they tell the world about who they are, what they do, and what's next. Learn nine Successful Media, Press Networking Strategies for Writers, Professionals & Creative Entrepreneurs

Using Createspace as a One-stop Shop for Digital and Paper Sunday, Jun 19

10:00 am - 11:00 am

Carolyn Howard-Johnson

Second Floor

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Indie Publishing

Topic #:1525

1 opic #:152

Learn how to write once, then reformat your work for whatever platform you need. And how to market it (time permitting).

How Authors Go From Fingers to Keyboard to Dollars in The Bank

Sunday, Jun 19

**11:15 am** - 12:15 pm

Paul S. Levine

Second Floo

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All Attendees

Aspiring writers have little idea of how they can go from slaving away on their keyboards at night and on weekends to actually quitting their day job and writing full time. Literary Agent Paul S. Levine will discuss four ways that authors make money from book publishers, and also ways publishers try not to pay, or try to postpone paying for as long as possible, monies which authors are owed. Of course, there are other ways authors make money from their books, such as the "sale" of movie and television rights to their books to "Hollywood", but that's the subject of another class.

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2016 Greater Los Angeles Writers Conference

Conference Topic Schedule by Day

Sunday, June 19, 2016

Sunday, Jun 19 **11:15 am** - 12:15 pm

**Christine Conradt** 

Second Floor

No Agent? No problem! How to sell a script without one

> Screenplay Topic #:1130

You've got a finished screenplay, maybe even a few, but now you need someone who can sell it, right? Many writers spends tireless hours searching for an agent or manager who can get their screenplays into the hands of producers, directors, and studio execs who can get the movie made, and when they don't find one, they simply shelve their script. The truth is, you don't need an agent or manager to get your screenplay exposure.

Transmedia Storytelling Across Multiple Platforms: The Building Blocks Part Two Sunday, Jun 19

**11:15 am** - 12:15 pm

Houston Howard

Second Floor

Indie Publishing

Topic #:1519

Learn the creative strategies you can use while developing and writing your story that can extend the experience of the story and engage your fan base in an entirely new way. From seeding your story with intentionally unanswered questions to exploring other perspectives, you'll learn concrete writing tactics that will continue the experience of your book well after the last page has been read. We will also lay out the specific strategies that will allow you to take your memoirs, biography or autobiography and launch additional tie-ins that can not only drive more revenue for you as an author, but also widen the demographic reach of your project.

**Literary Agents and Publishers Annual Business Roundtable** Literary Agents, Publishers, and Industry Experts Discuss New Publishing Paradigms

> Kevnote Luncheon Address Topic #:1416

Sunday, Jun 19

12:30 pm - 2:00 pm

Lisa Abellera . Jennifer Azantian. Paul S. Levine. Steve Fisch (M), Scott Rubinstein, Megan Close Zavala. Toni Robino

**Campus Center** Monarch Hall. First Floor

Paradigms for the publishing world are changing faster than ever. But the basic questions remain the same: What is a proper copyright, a trademark? How/when is my work protected? Do I need an agent to get published and succeed? If so, what's the best time to find one? What can an agent do for you? What can you do to find and establish a positive relationship with an agent? Who should review publishing contracts before signing? What is the state of the publishing industry and how can you still achieve success with a moving target?

These and many other issues of importance to you as an author will be discussed as GLAWS presents this Literary Agents Roundtable. And you will have a chance to ask questions of this panel of industry professional and meet them, as well.

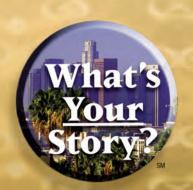
Didn't arrange for the Keynote Lunch? You still can at the Registration Desk...



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Are you an aspiring writer, looking to write your first novel, or publish short stories?

Are you an active writer looking to enrich your craft?

Are you a screenwriter, playwright, poet, journalist, songwriter?

Are you a professionally-paid writer looking to network with other writers to expand your platform and influence?

Are you in a related industry, working as an editor, publisher, or librarian, interested in supporting the world of writers and their work?

If so...

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